



PROJECT NOTIFICATION

Reference No.: 358

Date of Issue	2 April 2024
Project Code	24-IP-17-GE-DLN-A
Title	APO e-Course on Innovation Management for Productivity Improvement in the Service Sector
Timing	31 October 2024
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	Understand the role of innovation in service-sector productivity; learn about the principles and strategies for managing innovation including practical approaches to foster a culture of innovation; and acquire knowledge on innovation project management applied in the service sector including challenges and opportunities.
Rationale	Innovation management is a powerful strategy to streamline internal operations and amplify business productivity, especially in today's dynamic technological landscape. This course will present the knowledge and skills needed to identify and implement innovative solutions, manage innovation processes effectively, and improve productivity.
Background	<p>As businesses navigate rapid advances in technology, they constantly seek novel approaches to refine methods and processes. In the service sector, where competition is fierce and customer demand is always evolving, innovation management is of paramount importance. The ability to generate and implement innovative ideas can help enterprises leapfrog over competitors and carve out a distinct market position.</p> <p>This e-course will offer fundamental knowledge of innovation management with practical methodologies tailored to the service sector. It will explain core principles of innovation and explore strategies to foster a culture of innovation within organizations. Through case studies and interactive learning modules, participants will gain insights into identifying opportunities for innovation, managing innovation projects effectively, and integrating technology to raise productivity in the rapidly evolving business landscape.</p>
Topics	Introduction to innovation management in the service sector; Strategies for fostering an innovation culture; Identifying and prioritizing innovation opportunities; Managing innovation projects in the service sector; Technology and digital transformation for service innovation; and Case studies.
Outcome	Participants will acquire knowledge of innovation principles, enabling them to identify, evaluate, and utilize opportunities for innovation effectively while leveraging digital technology to enhance productivity and drive organizational change through innovative practices.
Qualifications	Open to all participants in APO members and nonmembers.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata
Secretary-General